

Final Press Release



**KLIK
EKSPLO
GROUP**

**TIRANA INTERNATIONAL
FAIR**

PALACE OF CONGRESSES
21-25 | NOVEMBER
2015
TIRANA - ALBANIA



#BUSINESS #CULTURE #COEXISTENCE

Balance between geography and geo-economy, brought at 22nd edition of Tirana International Fair, exhibitors which represented the Balkans, ESE - Eastern and Southern Europe, and on the other hand, Mediterranean countries and Central Europe participants.

22nd Tirana International Fair hosted **280 exhibitors**, out of which, 95% are direct exhibitors, whereas the rest are brands represented or indirect exhibitors, coming from over 21 countries across the world. **Over 20,000 visitors** attended the Show, in spite of the contractions caused by the global shocks (the outrageous attacks occurred in the beginning of November in Paris) that did not leave the Albanian and region's public indifferent. **Over 7,000 trade visitors** with specific interests for chosen sectors or enterprises participating at the Fair were recorded.

Old Europe in all its edges:

Italy, France, Spain, Greece, Turkey and the Mediterranean countries showcased products, expertise and know-how, interior design, furniture, food products, packaging industry, construction, water purification systems, electrical material and lighting devices, etc;

Hungary, Poland, Austria, with specific interests in infrastructure, construction, water and sewages management, road infrastructure, quarrying and mining industry;

Finland was presented for the first time with products and solutions for livestock farms;



Balkans and neighboring Europe:

Serbia, Macedonia, Croatia, Bosnia and Herzegovina, representing a Region in economic coexistence, were showcasing in the industries of construction and wood processing, textiles, solutions for energy and electrical materials, pipes, labels and packaging industry, institutions and clusters that contribute to the business and in fostering the cooperation in the common region. The lack of direct participants from Montenegro for the first time at Tirana International Fair was compensated by the active involvement of businesses in the B2Bs, indicating the growth of trade relations between the countries in recent years.

Enterprises from Kosovo, though over the years have expanded their branches in the welcoming Albanian market, as every year choose Tirana International Fair to promote their commodities: wineries with typical wines, processing of fruit juices, metal processing, electrical materials and cables, solutions for water supply and sanitation, packaging and printing solutions, etc.



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Distant continents:

Latin America: the first missionaries to test the opportunities and find business spaces in the Balkan markets, the entrepreneurs from Ecuador showcased products of national pride, such as food industry, plants and exotic fruits, chocolate industry, textile products and wool processing as well as travel and touristic agencies.

People's Republic of China, for the third edition in a row, come as an excellent model of participation of small and medium-sized or multinational enterprises, all manufacturers of the textile industry and porcelain, furniture, building and electrical materials, or implementers of major projects in the domains of road, tourism and railway infrastructure. Presence of PR of China was also highlighted by the involvement of the trade delegation of at least 50 business entrepreneurs in multilateral meetings aiming not only Albania but also Kosovo, Macedonia, Montenegro and Serbia.



Albanian exhibitors:

This year edition of Tirana International Fair showed that the companies of long-lasting presence on the market, still choose the marketing of products through the trade Fair, regardless of the unfavorable economic situations: top domestic companies of food industry, producers and distributors were presented impressively by extensive campaigns and eye-catching booths - EHW, Birra Tirana, Teuta, Moncaffé, Ambla, etc. One of the peculiarities of Klik Ekspo Group's international Fair is the presence of not only exhibitors from the capital and the industrial zone of middle Albania, but also business representatives from other regions of Albania.

Surveys carried out with Albanian exhibitors show how 55% of Albanian enterprises find at the trade fairs the fundamental instrument for development and technological updates, necessary for making direct contacts and being closer to potential buyers, as well as indispensable for in-house analysis and confrontations with competitors (while for countries such as Italy or Germany, trade fairs are selected by over 75-80% of companies). Over 40% of the export contracts are negotiated through the participation to international fairs.

Such figures show how the exhibition industry accomplishes better than ever the significant role for the country's economic development process. Regardless of the dedication and rapid growth of the number of Albanian enterprises at Tirana International Fair, the percentage of foreign enterprises stands in pole position also in this edition of Tirana International Fair.



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First time exhibitors:

If we are to mention the innovative ways on how some enterprises approached Tirana International Fair for the first time, this happened thanks to the call of regular exhibitors to the manifestation: Italian companies and companies from Kosovo mostly invited their business partners to exhibit at Tirana International. Such "recruitment" way, testifies about the level of satisfaction of the Event's loyal and regular exhibitors.



Promoted for the first time:

1. Selected industries: liquid petroleum gas (LPG) solutions for vehicles introduced from Italy, and farms and processes for livestock solutions from Finland; Food products from Ecuador.
2. Companies looking for new markets, have entrusted the Trade Promotion State Agencies: Poland, Hungary, Croatia, through the double exhibition both with direct stands as well as through representation of companies with interests in the market but not yet ready for action, preferring even this time to organize meetings with future cooperators and associates instead of showcasing specific products.

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EXPO TRANSPORT AND INFRASTRUCTURE

Tirana International Fair results to be very efficient in attracting foreign investors to Albania. This is proven by the statements of the foreign companies themselves in the roundtable organized by the Ministry of Transport and Infrastructure, within the framework of the Pavilion of Transport and Infrastructure: land, sea and air integrated transportation, are the focus of the Government for the near future and willing to cooperate with both domestic and international private sector, as it is currently happening with Arber road project, involving a company from the People's Republic of China. Albanian government policies aimed at improving the country's infrastructure to EU standards.

ENERGY FULLSCREEN PLATFORM

Presence of energy enterprises to this edition, showed above all the never-ending interest for the energy reforms, though not enough present, and even if there are still issues raised by the concession companies of energy production, distribution, etc.

The ongoing legislative reforms, are not favoring the introductions of new technologies, advantages, know-how between competitors, by filtering the participants to the existing services suppliers (EnergolInvest in partnership with TSO), state institutions such as the Albanian Power Corporation, Electricity Distribution Operator), exhibitors who offer technology for efficient use of electricity, use of alternative sources, etc.

Under this context, Ministry of Transport and Infrastructure has addressed and continues to increase attention to projects and direct financing for the rehabilitation of the road network in the country, and highways that are the main arteries of the interconnections with neighboring countries, improving road signs, and coordination of traffic road. Taking care of the environment and the long-term greenery plans running in the same step with constructions and interventions in transport infrastructure, also attracted the interest for foreign companies to be involved in tenders in the coming months.

NOTE: Martyn Mayhofer from Strabag Company, which already operates for one year in Albania, in cooperation with Trema Engineering, by attending Tirana International Fair was acquainted with the opportunities of the future of its business in Albania, with a view to competing in the processes of reforming the sewage system in the road infrastructure.



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CULTURE AT KLIK'S FAIR

Throughout the years, Klik has been standing close to the public accompanying the business meetings and the parade of products and technologies. This perspective of the Tirana International Fair comes as a tool of culture and flavors, conveying the exhibition and marketing standards.

Art and business as never before culminated in the 22nd edition of the Tirana International Fair 2015. Intertwined as two domains that give each-other inspiration synergy for development, the platforms dedicated to Arts will create in the environments Palace Congress a colorful habitat that will have at its core the coexistence between business and arts.

With a full multi-arts program, under the unifying slogan "Your Ministry of Culture", each day during the Fair are held hours of reading, cinema, children's parlor of colors, puppet shows, cartoons, archive movies, etc., where distinguished artists introduced their recent works, in an open conversation that brings the artist and the public closer.

The presence of the Ministry of Culture to Tirana International Fair was achieved in an attractive way due to the diligence and cooperation of all employees and specialists of the system of arts, culture and heritage, artists and artistic community. Thanks to the support of the ministry's team, full dedication and a better management, we have noticed a tactile change of the arts and culture system in the revival of the stages from the community of arts and culture, in creating unlimited spaces between culture and arts with artists, regarded as excellent ambassadors for the country and internationally; as well as in re-functioning of monuments and archaeological sites in the whole country, etc.

Minister of Culture, Mrs. Mirela Kumbaro, in her opening address, among other things said "I appreciate it that the Fair culminates with Arts and Culture here in the Palace of Congresses, as it is good for business to become more human and take from the spirit of arts, it is good for art and culture to show their power to business and the importance of business to invest in arts, but also learn how to manage the energy in the cultural sector and how art can also be an interesting and sustainable sector. More importantly, it is an advantage especially for the public that is not only attracted to consumer goods but also to spiritual food and to love".



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AWARDS AND ACCREDITATIONS FOR THE PERSONALITIES OF CULTURE

For Master Emeritus, Mr. Ilir Kerni, who embodies and transmits values of Albanian artists worldwide, and who turns culture into an instrument of progress and unification. For the impeccable direction and management of the Theatre of Opera and Ballet and the National Ensemble, giving the example of education through arts and passion for work.

Mr. Spartak Peçani, for the contribution in the history of the Albanian cinematography, absolute devotion to beauty in the journey through the realities of contrasts of yesterday and today by displaying universal and everlasting works.



KLK's VISITORS:

Only Klik knows how to make Fairs! the slogan "elected by the people" was confirmed also at this edition of Tirana International Fair- in addition to trade visitors looking for partnerships and contacts easily accessible through the International Fair, there is a layer of visitors that belongs only to Klik, who believe in the inputs and innovations that these events brilliantly offer: acclaimed entrepreneurs and top managers of all domains proposed, art and culture personalities, market analyzers, students and economy researchers.

Timing of the Event, in contrast to the start when the Event was identified with the National Holiday week, 22nd edition of the Tirana International Fair, creates in this way another preceding celebration to be remembered for a long time. This enabled the trade visitors to steal the show, including economic operators and potential business-partners of exhibitors, representatives of state institutions, etc.

Taking into account all the happenings that rocked the whole world after the unfortunate terror events in Paris (November 13th), increasing to the maximum the level of national security and the level of surveillance and controls at the entrances and indoor exhibition spaces, the flow of visitors was maintained at satisfactory levels as per the age groups, occupations, and nationalities.

As envisaged by the theme **#Coexistence**, Tirana International Fair, managed once again to give the world a lesson on multicultural and multiethnic coexistence, while culture turned into the accelerator of interactions and networking between entrepreneurs of different nationalities and different ways of *Doing Business*.

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INAUGURATION CEREMONY

Culture pervaded all the days of the Tirana International Fair. Pavilion of Arts and Culture was chosen to perform the rituals of the Event Grand Opening. The opening was followed by the Ceremony held at the Palace of Brigades, during which, times of culture and heritage were accompanied by the rhythm of Albanian folklore dances as performed by People's Ensemble, String Quartet, as well as performances of national circus acrobats, and the stunning colors of the future boosted by the watercolor artists coming from all corners of the globe. For international exhibitors, Albania that generates arts and culture was displayed with the same dimensions of the country's non-exhaustive attractive business opportunities.

Note: Palace of Brigades is the symbolic building that converges the past, the present and future of architectural heritage. Palace of Brigades reflects the contribution of Italian architects who have worked in Albania between the years 1930 - 1940, having developed the project and its implementation. Designed by architect Giulio Berté, as the Royal Villa for King Zog, and further completed by Gherardo Bosio as a military mansion. Today the building is known as the Palace of Brigades, and is the main residence of state and government receptions.



MULTI-MEDIA STRATEGY:

Through an insightful media strategy, exhibitors had the opportunity to promote themselves on an extensive communication campaign, starting 10 days before the opening of the Exhibition and continuing with the closing post-fair articles and editorials: by personalized articles and media reportages, State Pavilions and exhibitors of prominent sectors, were promoted closer to a professional public by filtering the specialized visitors and expanding opportunities for tailored made business meetings.

The different media coverage formula applied from the previous years (i.e., not only commercial spots of Klik's international Event, but above all, delivering information about the participants), where the media and the press were the core of the communication campaign, resulted to be more than efficient. Media partnerships expanded with the press, online media, television, radio installed and airing non-stop from the Fairground, providing the necessary visibility for the participants to Tirana International Fair.

The novelty of this edition, the involvement and active media coverage of Kosovo (Kosova Press and Radio RTK), was synchronized with the publicity campaign both on commercial time as well as live coverage in the Fairground.

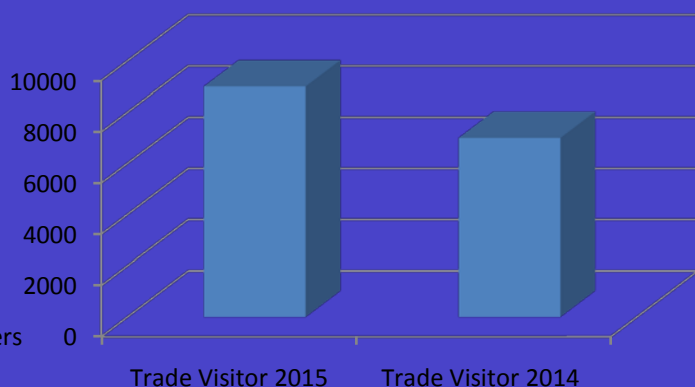
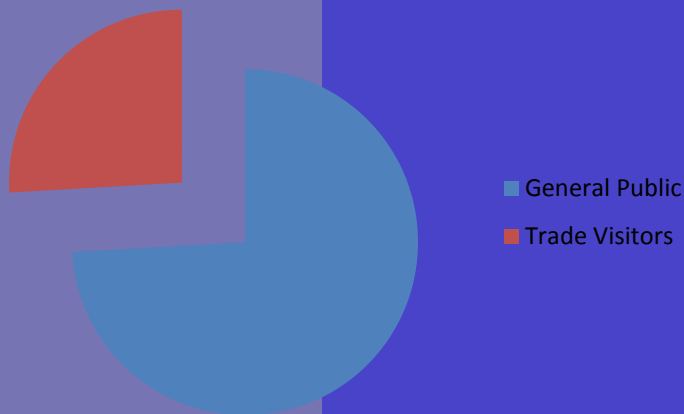
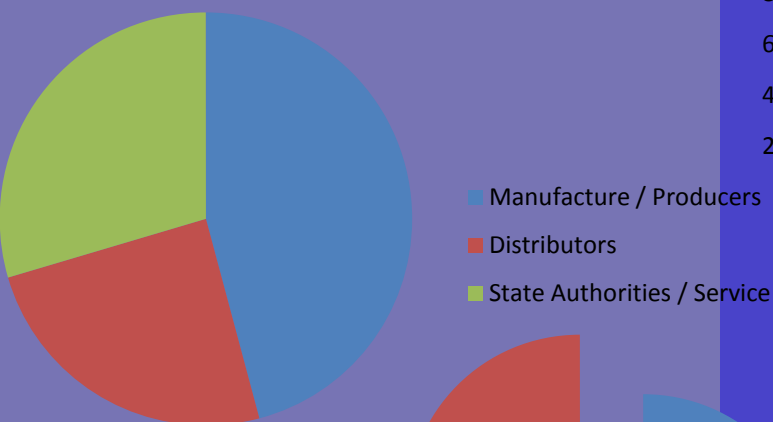
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FROM CONTACT TO CONTRACT:

Being more and more active, with close similarity in the way of doing business and increasingly present in the Albanian market, Italian companies were those that mostly selected to appear by Business Ateliers: showcasing in tandem with a rich agenda of B2B meetings with Albanian and the region's counterparts.

Through scheduled meetings, **Augusto srl**, already present in Albania by the design project of one of the most popular bars of Tirana (Cioccolati Italian), was able to meet with top architects and managers of Tirana hotels and tourist districts, with whom it intends to collaborate in the near future; **Studio Botta & Associati** by the meetings will move ahead the consultancy activities in adapting and verifying the compliance with European legislative norms of quality, efficiency and sustainability of the products and processes, in construction, agro-food industry, etc.

Totorizzo presented alternative solutions to supply the vehicles with gas and LPG, drawing the attention of users and Albanian distributors. **MADEO srl**, one of the most renowned enterprises in the meat processing industry in southern Italy, under the direction of an Arbëresh President, sympathetic towards Albania, comes in Tirana to build cooperation with Albanian partners and launch for the first in the Albanian market its original products. Today MADEO exports to 22 countries around the world, as a well-organized company, with farms, factories, warehouses, providing transport of fresh processed pork and readymade dishes. As a partner of Mac Donald, MADEO manufactures ketchup sauce, a fabulous ingredient to fast-foods.



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Reaction and attention of AIDA– Albanian Investment Development Agency, to the Pavilion of Chinese Entrepreneurs, organized under the auspices of the Committee for the Promotion of Foreign Trade of People's Republic of China and Shanghai RCG Business Consultant Co. LTD were immediate and promising for further actions.

"For the Chinese market and the Chinese people, Albania is known and does not need to make a marketing presentation per se. It is good for Chinese enterprises to come to see the bonds between the countries through Klik Ekspo Group's Tirana International Fair. Albania is a country where the potentials to invest and the areas where to invest are numerous". These potentials were exclusively introduced to the Chinese entrepreneurs during a meeting with the General Director of AIDA.

Over 27 Chinese companies participating in the Fair, show for the Albanian market not only an economic interest but are also friendly-oriented, and these days at the Fair we sensed this friendship – quote of Mr. Kevin Fu, representatives of RCG. China encourages Chinese corporations to invest abroad. Two days ago we got in touch with the Ambassador in Tirana and Ambassador said that Albania is a gateway for Chinese investment to enter this market. When we have received the announcement of "Klik Ekspo Group" for Tirana International Fair , Chinese firms expressed interest in being here.

As regarded by the visitors: 30% of the business community, who visited the Fair, intends to make agreements with the exhibitors in the first quarter of next year; 25% of purchasers who visited the Fair exchanged "Letter of intents" with the international exhibitors.

As regarded by the exhibitors, Despite the slight decline in direct purchases and orders, the first negotiations for the railway construction and major works are initiated; Italian entrepreneurs plan to establish local branches by the next year; Macedonian entrepreneurs, primarily showcasing in the production of pipes and water utilities, manufacturing of labels, packaging and printing industry, for years already see their businesses as an active part of the Albanian market; Kosovo with representatives in the production sectors, food industry, winemaking and beverages processing, proposals for marketing solutions, technology of international industrial design sees the participation in the Tirana International Fair, as an annual platform to promote and attract international buyers and associates; although eroded in number due to the crisis of recent years, companies from Greece did not hesitate to return with concrete proposals on building materials, spraying and coating systems and technologies, metal constructions, water cleaning and waste management, etc.



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FIRST WATERCOLOR FESTIVAL

For the first time, a unique event, First International Watercolor Biennale, initiated by VizArt, exhibited original works of over 165 artists from over 54 countries around the world, simultaneously in the Palace of Congresses and in the National History Museum.

This is the first Watercolor Biennale to be held in Albania aiming once again to turn the attention to this genre, create a joint communication, exchange experiences, and give a positive impetus to the watercolor art in Albania.

Master Amit Kapoor from India, Igor Sava from Italy, and Indian brothers, Prafull Sawant Rajesh Sawant were awarded by VIZart Art Association, the "Ismail Lulani" prize for the best watercolor demonstrations. "Ismail Lulani" award is dedicated to the memory of the artist with rare values, "Painter of Merit", "Painter of the People", holder of the Order "Naim Frashëri of first class"; in 1999 in the Biennale of Rome for Visual Arts he was granted the second prize and was awarded the silver medal with the picture (Escape to Egypt), and post-mortem, he was awarded the title "Pride of Shkodra", the city which holds today a road with the name of the acclaimed artist.



Dritero Agolli, the Albanian literary colossus is honored by the President of the International Watercolor Association, Atanur Dogan, with the watercolor portrait painted live by the artist surrounded by the media and followers of the writer. The love and admiration for the figure of Mr. Dritëro Agolli, is not only spread within the Albanian borders.

Atanur Dogan, the Turkish world-famous watercolor painter, traveled to Albania to touch by himself the portrait of the writer Agolli, which earlier had thrown to the canvas by reference to one of his photographs. Being excited for the appreciation, Dritëro Agolli created a cozy and full of jokes environment for the guests. Among friends and relatives, the great writer's home is always cheerful and open to welcome new friends, and the Turkish painter Atanur Dogan found it hard to leave the conversation with the writer.

In an art-friendly environment, the great writer baptized an artistic assessment. Ormira Lulani and Helidon Haliti are the founders of the Vizart Association and pioneers of the organization of the first Watercolor Biennale in Tirana. The artists were praised with the "Golden Eagle" award for promoting the watercolor genre performed by Albanian artists and internationalization of its values. The special "Golden Eagle" medal was awarded to the President of the International Watercolor Association, Mr. Atanur Dogan, for the powerful paintbrush, a cosmopolitan that helps the spread of a better world through the splendor of Art.



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ASSESSMENT FOR THE MASTER OF CARICATURES

The master of caricature, Bujar Kapexhiu is awarded the "Golden Eagle" medal, as the conveyer of strong messages to the society through his multidimensional art, power of caricature and progressive intelligent humor.

Assessment for Mr. Kapexhiu, comes from the great master, Dritero Agolli, often depicted as a character of his caricatures: *Artists who deliver the caricature genre are among the wisest and the most appreciated even by those who become subject of the caricatures. The great De Gol woke each morning keen to see and enjoy his caricatures on the pages of the French papers. The same thing happened to Andreotti or Einstein that were thrilled from their cartoons. Cartoons and poetry are like the sneezing, not everyone can be a poet or a cartoonist, and not only that, they are highly dependent on the moment of inspiration. And the motivation evaluation "A wise mind for the wise minds," sums up beautifully the art of the grand Master Bujar Kapexhiu.*



"Kapexhiu said with gratitude," Obviously I put the medal on the chest, but I can say that this letter from the great Dritëro Agolli is much more valuable. Dritëro says cartoonists have to be wise and I say that in general the art of humor is the privilege of the wise people and to understand the wise, the reader should be wise, too. So how wise is Dritëro that dedicated this to me. Therefore, I wish long life to Dritëro!".

Henri Cili, head of the European University of Tirana and Mapo Foundation, which are presented with their stands at the Fair, promises that on the 10th anniversary of Mapo, he will realize a publication edition dedicated to Bujar Kapexhiu with all the caricatures of the artist.

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PERSONALITIES ON TIRANA INTERNATIONAL FAIR AND KLIK EKSPLO GROUP:

Mayor of Tirana, Mr. Veliaj:

The Fair is held precisely at the Palace of Congresses, in the building, which was established to be dedicated to a regime that did not believe in business, free properties and investments, and this is the biggest success of this Fair. I extend my thanks to the organizers for the opening of the Fair which embellishes the capital, and give the citizens the opportunity to visit both the business and technology innovations and works of art.

Mayor Veliaj, was awarded by the organizers with the "Golden Eagle" medal with the motivation: Gratitude for the return of Tirana in the right direction, the capital of entrepreneurship and coexistence, the metropolis of art and beauty, through the visionary initiatives as development engines.

Minister of Culture, Mrs. Mirela Kumbaro:

Klik Ekspo Group Fair, is the evidence that shows how Albania has evolved, how culture is not a luxury but a necessity, not a privilege for some, but it is and should be part of community life, business is not strange to the culture, and culture and its products serve the business. It is now, more than ever the time to understand that art cannot be only the profession of artists, but a powerful instrument of education for the entire population, especially for young people "

Minister Mirela Kumbaro was awarded by organizers the Medal "Golden Eagle" with the motivation: Thanks for the implementation of initiatives and projects that bring culture in the daily life of Albanians, shape development through education to art and beauty, leading with dedication Ministry of Culture for everyone".

Minister of Transport and Infrastructure, Mr. Edmond Haxhinasto:

Railway domain is one of the most important sectors where constant interest is shown by Chinese companies. Our railway is actually left aside from the 25 years of changes. It is also very important the participation with their booths of several related institutions Ministry of Transport and Infrastructure as Civil Aviation, General Directorate of Water Supply and Sewerage, General Directorate of Transport Services, Albanian Road Authority, Port of Vlore, Port of Durrës, Albanian Railways, which I am convinced will find partnerships with other international companies present at this event. "

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Minister of Environment, Mr. Leter Koka:

Environment is absolutely a very important field for humanity. Everyone has the legitimate right to demand a healthy environment in the country where he lives, and I believe in Albania we could still have those quality parameters that truly respond to the same quality of life as in other European countries but I believe that we have made these two years rapid steps ahead, both legislative and in investments. I believe that soon we will have also in Albania another climate. Today, innovations, industrial developments, technologies have a tremendous rhythm, and I found these proposals as I visited this Fair. Unquestionably, the same pace has to be followed by the domestic industry.

Minister of Youth and Social Welfare, Mr. Blendi Klosi:

Klik Ekspo Group Initiative in coordination with the Ministry's mission, "Citizens in the spotlight", is embodied in this International Event. Klik Ekspo Group's Fair is an environment entirely dedicated to work and it really feels good that Albania offers so many initiatives that generate employment and promote the labor market. Such initiatives that show where we are and what we should do are valuable commitments not only for the work of the Ministry of Youth and Social Welfare, where vocational education, vocational training and young craftsmen are very important topics.



Director of AIDA- Albanian Investment Development Agency, Mr. Genti Beqiri:

The strategic position of Albania makes it easier for the country to be accessible from the European and international market. We have a very favorable climate, where the port of Durres is the main gateway to Europe for foreign companies. Regarding the hydro energy, we have the higher potentials. Our goal is to attract as many foreign investors as possible and to create a favorable business climate. We invite you to invest in agro-tourism, energy and infrastructure. Foreign businesses and Chinese businesses in particular have two-ways of cooperation, to open a business in Albania for the Albanian market and wider, or become part of the investment in the free economic zones.



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Vice-President of the Council for the Promotion of Foreign Trade of Shanghai (CCIP) Mr. Wu Genbao:

Council hopes to create an efficient cooperation platform for trade exchanges between Chinese and Albanian companies and provide Chinese companies the opportunities to investigate in the market for investment in Albania; Council will organize bigger activities for trade exchanges, cultural, etc., to further strengthen the Sino-Albanian cooperation.

Chairman of Chamber of Commerce and Industry - Tirana, Mr. Nikolin Jaka:

I can only express excellent words for the organization of Klik Ekspo Group's international Fairs. International Fairs of Klik Ekspo Group, serve in the best way to promote Albania's intact resources that expect investments of international entrepreneurs, who see their participation as a further opportunity to enter the Albanian market. Albania is a blessed country with a prosperous future.

Ambassador of the People's Republic of China, H.E, Mrs. Jiang Yu

I would like to extend my thanks to the Council of the Shanghai Trade Services for its concrete works to promote trade between China and Albania. Chinese companies should seize this important period of development of Albania and do business and make active and stable investments in the Albanian market, to add efficiently their ability for investments, management and sales in the international market.

